

January 31, 2019

**MEMORANDUM TO:** John Mount, Vice President, Sports Marketing & Region Assets  
The Coca-Cola Company

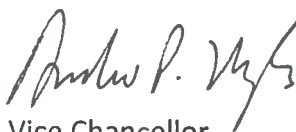
Steven K. Perrelli, Vice President, Sales Center Operations  
Coca-Cola Bottling Company of Northern New England, Inc.

**SUBJECT:** Extended Term of Sponsorship Agreement  
University of Massachusetts Amherst

Under Section 3 of the Sponsorship Agreement ("Agreement") effective August 1, 2014 among The Coca-Cola Company acting by and through its Coca-Cola North America Group ("Company"), Coca-Cola Refreshments USA, Inc. ("Bottler"), and the University of Massachusetts Amherst ("University"), the University has the right and option, to extend the Term of the Agreement for an additional five (5) years from August 1, 2019 through July 31, 2024 ("Extended Term") by providing notice to the Company and the Bottler no fewer than 180 days prior to July 31, 2019.

This letter serves as notice that the University is exercising its right and option to extend the Term of the Agreement as provided for in Section 3 of the Agreement. The terms and conditions of the Agreement will apply throughout the Extended Term.

Andrew P. Mangels



Vice Chancellor  
Administration and Finance  
University of Massachusetts Amherst

**COPIES TO:**

University:  
Ryan Bamford  
Ken Toong  
Brian Caputo  
John Martin  
Ruth Yanka

Coca Cola:  
Dana Johnson  
Brian Curry  
Group Counsel